

Gen Con (Indy & G & A)		Indy Income/Expense		Gen Con LLC		Indy and General and Administrative combined		Indy '11 and Fisc G&A '11		% of sales		Indy '12 and Fisc G&A '12		% of sales	
Indy '08 and Fisc G&A '08	% of sales	Indy '09 and Fisc G&A '09	% of sales	Indy '10 and Fisc G&A '10	% of sales	Indy '11 and Fisc G&A '11	% of sales	Indy '11 and Fisc G&A '11	% of sales	10 to '11	10 to '12	Indy '12 and Fisc G&A '12	% of sales	Indy '12 and Fisc G&A '12	% of sales
Income															
4101 · Admissions Revenue		1,365,331.00	43%	1,340,000.00	41%	-2%	1,366,800.00	41%	2%	1,394,136.00	40%	2%	1,422,019.00	40%	2%
4102 · Booth Space Rental		1,081,525.00	34%	1,150,000.00	35%	6%	1,200,000.00	36%	4%	1,250,000.00	36%	4%	1,275,000.00	35%	2%
4103 · Events Revenues		290,631.00	9%	256,000.00	8%	-14%	256,000.00	8%	0%	256,000.00	7%	0%	256,000.00	7%	0%
4104 · Hotel Rebates		140,597.00	4%	142,000.00	4%	1%	142,000.00	4%	0%	142,000.00	4%	0%	142,000.00	4%	0%
4106 · Merchandise		50,017.23	2%	45,000.00	1%	-11%	45,000.00	1%	0%	45,000.00	1%	0%	45,000.00	1%	0%
4107 · Sponsorship Non-Booth Revenues		175,264.00	6%	200,000.00	6%	12%	200,000.00	6%	0%	250,000.00	7%	20%	275,000.00	8%	9%
4108 · Advertising Revenues		30,300.00	1%	50,000.00	2%	39%	75,000.00	2%	33%	100,000.00	3%	25%	100,000.00	3%	0%
Total 4109 · Art Show Revenue		33,511.98	1%	33,400.00	1%	0%	33,400.00	1%	0%	33,400.00	1%	0%	33,400.00	1%	0%
4110 · Exhibitor Badges		42,135.00	1%	44,000.00	1%	4%	44,880.00	1%	2%	45,500.00	1%	1%	46,000.00	1%	1%
4111 · NSF Check Charges		0.00	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
4112 · Other Income		10,017.51	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
4114 · Early Pay Discounts		(65,335.00)	-2%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
Total 4115 · Author's Avenue Revenue		<u>2,864.00</u>	0%	<u>1,000.00</u>	0%	<u>-186%</u>	<u>1,000.00</u>	0%	<u>0%</u>	<u>1,000.00</u>	0%	<u>0%</u>	<u>1,000.00</u>	0%	<u>0%</u>
Total Income		<u>3,156,858.72</u>	100%	<u>3,261,400.00</u>	100%	<u>3%</u>	<u>3,364,080.00</u>	100%	<u>3%</u>	<u>3,517,036.00</u>	100%	<u>4%</u>	<u>3,595,419.00</u>	100%	<u>2%</u>
Total Costs		<u>38,014.00</u>	1%	<u>25,000.00</u>	1%	<u>-52%</u>	<u>25,000.00</u>	1%	<u>0%</u>	<u>25,000.00</u>	1%	<u>0%</u>	<u>25,000.00</u>	1%	<u>0%</u>
Net Profit		<u>3,118,844.72</u>	99%	<u>3,236,400.00</u>	99%	<u>4%</u>	<u>3,339,080.00</u>	99%	<u>3%</u>	<u>3,492,036.00</u>	99%	<u>4%</u>	<u>3,570,419.00</u>	99%	<u>2%</u>
Labor related costs															
Promotional, Advertising expenses		1,394,230.00	44%	1,538,550.00	47%	9%	1,542,383.00	46%	0%	1,598,291.00	45%	3%	1,604,131.00	45%	0%
Convention supplies and expenses		189,915.00	6%	236,800.00	7%	20%	236,800.00	7%	0%	236,800.00	7%	0%	236,800.00	7%	0%
Building expenses		403,008.00	13%	444,400.00	14%	9%	454,400.00	14%	2%	469,800.00	13%	3%	479,800.00	13%	2%
Administrative expenses		144,783.00	5%	158,000.00	5%	8%	158,000.00	5%	0%	158,000.00	4%	0%	158,000.00	4%	0%
Inventory and F&E as an expense		218,478.00	7%	224,400.00	7%	3%	228,000.00	7%	2%	232,500.00	7%	2%	237,150.00	7%	2%
Computer equipment and software - expense		0.00	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
Interest expense		(4,303.00)	0%	14,800.00	0%	129%	14,800.00	0%	0%	14,800.00	0%	0%	14,800.00	0%	0%
Depreciation		27,941.00	1%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
Taxes		162,299.00	5%	0.00	0%	0%	0.00	0%	0%	40,000.00	1%	0%	40,000.00	1%	0%
Total Expense		<u>2,592,320.00</u>	82%	<u>2,656,950.00</u>	81%	<u>2%</u>	<u>2,674,383.00</u>	79%	<u>1%</u>	<u>2,750,191.00</u>	78%	<u>3%</u>	<u>2,770,681.00</u>	77%	<u>1%</u>
Net Ordinary Income		<u>526,524.72</u>	17%	<u>579,450.00</u>	18%	<u>9%</u>	<u>664,697.00</u>	20%	<u>13%</u>	<u>741,845.00</u>	21%	<u>10%</u>	<u>799,738.00</u>	22%	<u>7%</u>
Net Income		<u>526,524.72</u>	17%	<u>579,450.00</u>	18%	<u>9%</u>	<u>664,697.00</u>	20%	<u>13%</u>	<u>741,845.00</u>	21%	<u>10%</u>	<u>799,738.00</u>	22%	<u>7%</u>
back:		(27,941.00)	-1%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
Interest expense		162,299.00	5%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%	0.00	0%	0%
Depreciation		55,969.00	2%	40,000.00	1%	-40%	40,000.00	1%	-40%	40,000.00	1%	-40%	40,000.00	1%	-40%
Taxes		716,851.72	23%	619,450.00	19%	-16%	704,697.00	21%	-12%	704,697.00	21%	-10%	781,845.00	22%	-7%
EBITDA		839,738.00					839,738.00			839,738.00			839,738.00		

Add back:

Interest expense
Depreciation
Taxes

Exhibit C